



THE PROCTER & GAMBLE COMPANY

IVORYDALE TECHNICAL CENTER

CINCINNATI, OHIO 45217

August 6, 1985

Dr. Joshua Lederberg
1230 York Avenue - Suite 115
New York - NY 10021-6399

Dear Josh:

Geoff Place has asked me to respond to your question about the status of the Food Safety Council and any other organizations which are concerned with food safety policy making and information dissemination.

The Food Safety Council was formed to address matters of food safety policy. The Board of Trustees was composed of representatives from industry, academia, public interest groups, and selected government organizations. The Director of Product Development for P&G's Food Division was a member of the Board of Trustees. In 1979, the Council issued a somewhat revolutionary and controversial white paper proposing a new approach to food regulation. This report created a public controversy about the intentions of the Council and, indirectly, the food industry. In order to disassociate from the controversy, a number of companies, including Procter & Gamble, left the Council, and the organization was disbanded soon thereafter. For your information a copy of the 1979 report is attached.

The Company continues to be vitally interested in effective communication of balanced and accurate information about food safety. Procter & Gamble representatives provide active and influential leadership in the following organizations:

Institute of Food Technologists. Historically this group has focused on compiling scientific data on selected food issues and has served as an information resource for the media and other interested parties. The Institute currently is considering forming a public relations subgroup, tentatively named The Food Information Center. P&G likely will support and be involved with this initiative.

International Life Sciences Institute/Nutrition Foundation. These two organizations have recently merged - ILSI will bring a reputation as a distinguished, credible scientific organization and the Nutrition Foundation will bring a more proactive public relations oriented capability. Our assessment is that this new organization will provide a credible and influential voice on food safety matters.

The Food Research Institute. Based at the University of Wisconsin, this organization sponsors scientific research, develops white papers on key food safety issues, and presents reports at a semi-annual scientific conference. This forum usually is attended by the press and typically generates good publicity on timely food issues. P&G is an active member.

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The Food Industry Safety Council. This group is in the early stages of development following the grain processing companies experience in the EDB situation. Its purpose is to monitor critical food safety issues, particularly in the regulatory arena, at both federal and state levels, and to develop an organization which could be used quickly and effectively to manage potential crises. Mr. Dirvin is the Company's representative to the Council.

In addition to the organizations listed above, P&G is a member of those industry organizations which are relevant to the Company's food businesses. These include the Grocery Manufacturers Association, the National Food Processors Association, the National Soft Drink Association, the National Coffee Association, the Institute of Shortening and Edible Oils, the Flavor and Extract Manufacturers Association, and the Association of Peanut Processing Industries. Each of these organizations has a Scientific Committee to develop technical information, particularly on controversial issues; a Public Affairs Committee that deals with transmitting information to the media; a Regulatory Affairs Committee responsible for following legislative and regulatory activities; and a Legal Committee which provides legal guidance to the organization.

There are a number of controversial areas which are of immediate concern to the Company: dietary fat and chronic disease, health effects of caffeine and coffee, alleged health effects of aspartame, colorants used in food products, and certain perfume and flavor ingredients. Each of these issues is being managed at the scientific as well as the public relations levels by the relevant industry organizations.

Finally, the Company closely follows a number of key professional health groups. These include the American Medical Association, American Health Foundation, American Heart Association, Association of Food and Drug Officials, Association of State and Territorial Health Officials and the Food Nutrition Board of the National Academy of Sciences. Since these groups often influence regulatory policy-making decisions on various food safety matters, the Company follows their activities closely. They are also prime sources of new scientific information on a great variety of subjects of interest to the Company (much of this information gets picked up by the press). In addition, P&G scientists regularly attend important meetings of these groups and participate in panel discussions pertaining to our areas of expertise, such as diet and cholesterol.

In summary, there are a number of key food safety issues in which the Company has a vital interest. We are managing these issues through appropriate industry organizations and are seeking additional ways to communicate balanced and accurate public information about food safety.

If you would like any additional information in this area, please let me know.

Very truly yours,

Peto Ifland

P. W. Ifland, Ph.D., Manager
Professional and Regulatory Services

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Attachment

cc: Mr. G. Place